



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Learning Plan - MMS
Academic Year: 2020-2021

Programme: MMS Semester: III Specialisation: Period: August 2020 – Oct 2020
Course Code: MMS
Name of the subject: Marketing Strategy
Maximum marks: 100 (60+40) No. of Sessions: 13 (Total 40 hrs)
Name of the Faculty: Deepak Agnihotri
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Program Outcomes (PO)	Course Outcomes (CO)
<ol style="list-style-type: none">1. Nurture leadership skills, team-membership skills and mutual trust.2. Demonstrate decision-making ability.3. Ability to develop culture of technology usage.4. Inculcate social sensitivity.5. Integrate and apply business knowledge and management techniques for analytical and problem-solving skills.	<ol style="list-style-type: none">1. Understand the scope of Strategies in Marketing and planning the same2. Identify broad organisational market strategy alternatives3. Describe the value of alternative portfolio models4. Appreciate the factors that affect the level of competitive intensity within an industry5. Understand the essential components of marketing strategy formulation

Reference Books:

1. Marketing Strategy, Steven P Schnaars, Free Press
2. Marketing Concepts and Strategies by Sally Dibb, Lyndon Simkin, William M Prode, O C Ferrell
3. Marketing Strategy, Walker Mullins Boyd & Larreche, Tata McGraw-Hill
4. Marketing Strategy, Luck & Ferrell, Southwestern
5. Marketing Strategy by Paul Fifield
6. Channel Management: Marketing 04.07 by Patrick Forsyth
7. Marketing Multiplied by Mike Moor and Peter Thomas; Barnes and Noble, Amazon
8. Strategic Marketing by Andrew Whalley
9. Positioning: The Battle for Your Mind by Al Ries & Jack Trout
10. Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation by Nirmalya Kumar
11. New Product Policy & Plans , Yoram Wind

eResources

www.pdfdrive.com
www.free-management-ebooks.com
managementhelp.org – free management Library

A. Plan:

Sess ion No.	Planned Date	Topic	Ref. Study Material	Course Outcomes
1	04.08.2020	Introduction to Marketing strategy - Concept, Principles,	Marketing Strategy,	Understanding the basics of Marketing



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		Understanding of Strategy & Tactics	Walker Mullins Boyd & Larreche, Tata McGraw-Hill + Notes	strategy and tactics
2	11.08.2020	Marketing Strategies: BCG, Ansoff, GE, Porter Generic Model, 5 Forces Model,	Strategic Marketing by Andrew Whalley + Notes	Understand Portfolio Management, Growth Strategies, Prioritize investments, Industry Attractiveness
3	18.08.2020	Marketing Strategies: PLC, 7s Model of Marketing, Value Chain Model	Strategic Marketing by Andrew Whalley + Notes	Forecasting, planning control of products, reviewing effectiveness and alignment optimizing activities leading to competitive advantage.
4	25.08.2020	<ul style="list-style-type: none"> • Understanding information needs for market Research • Assessment of key marketing metrics – Return on Marketing Investment; Market share and payback period; Net Promoter score; Customer satisfaction and share of wallet; 	Marketing Strategy, Luck & Ferrell + Notes	Understand and apply various matrices to evaluate marketing programmes
5	01.09.2020	Product and Brand Policy <ul style="list-style-type: none"> • Product Policy decisions – Line and Mix decisions • Managing across the product life cycle from pre-launch, pruning and withdrawal from the market 	Marketing Strategy by Paul Fifield + Notes	Understanding issues in formulating product and brand policies, Brand awareness/ preference;
6	08.09.2020	New Product Development process <ul style="list-style-type: none"> • SWOT analysis, PARTS framework and design of the demand landscape • Commercialization of innovation through alliances • Challenges during the technology adoption life cycle Internal Test & Lecture	New Product Policy & Plans Yoram Wind + Notes	Understand the strategic aspects of New Product Development & Commercialization
7	15.09.2020	Pricing Policy	Marketing	Understand levers



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		<ul style="list-style-type: none"> • Pricing strategies – Types of pricing strategies: Cost-plus, Perceived value, etc. • Price band – Types and width of price bands and its management • Using promotions 	Strategy, Steven P Schnaars, Free Press + Notes	to manage prices.
8	22.09.2020	<p>Channel Policy</p> <ul style="list-style-type: none"> • Designing the length, breadth, and modifying the dimensions of the channel • Need for control and availability of resources and role in channel design • Channel selection strategy – direct, corporate, contractual systems • Omni-channels • Channel conflicts and resolution 	Marketing Multiplied by Mike Moor and Peter Thomas; Barnes and Noble, Amazon Strategic Marketing by Andrew Whalley + Notes	Understanding the issues in the design and management of channels
9	29.09.2020	<p>Marketing Plan</p> <ul style="list-style-type: none"> • Situation Analysis – 5C's analysis (customer/competitor/collaborator /company/context); • Forecasting societal changes based on PEST analysis • Preparing and Presenting the Marketing plan 	Strategic Marketing by Andrew Whalley + Notes	Formulating a Marketing Plan.
10	06.10.2020	<p>Communications Strategy- Managing communications mix for products, brands Advertising & Sales Promotion Strategy- Campaigns</p>	Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, San Diego University Michael Belch, San Diego University; Advertising Management: Rajeev Batra,	Understanding Communication Process, Models, Advertising Objectives , PR



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			John G. Myers, David A. Aaker + Notes	
11	13.10.2020	Case Presentations	Above Topics	Connecting with audience, Managing Time, Speaking authoritatively – Subject Knowledge, Confidence building
12	20.10.2020	Case Presentations	Above Topics	Connecting with audience, Managing Time, Speaking authoritatively – Subject Knowledge, Confidence building
13	27.10.2020	Internal Test + Lecture	Revision	

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning Outcomes	Source
1	Case study (Current Topic)	Topics as per above plan	Listed in the plan	Industry
2	Academic Projects	Assignments	Industry Importance	Relevant topics to syllabus
3	Group Discussion	Topics Listed in the plan	More knowledge and Doubt clarification	Lecture and Questions in the class
4	Role Play			
5	Industry Visit			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			



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8	Use of Software and Labs			
9	Any other activity			

C. Innovative Pedagogy adopted:

Interchange of views, Group projects. Evaluation throughout, suggesting improvements, making students think and express their views, challenge own assumptions, make own choices and contribute with their own thinking to the task, making changes to the pre-assumed framework.

Prepared by:
Faculty

Approved by:
Specialisation Head

Date:

Date:

A. Execution:

Session No.	Actual Date	Topic Covered	Evaluation Method	Case Study Ref.	Quiz Ref.	CR Sign

B. Evaluation:

Component	Details	Marks
Presentations	Mandatory	10
Class Tests	Mandatory (MCQ, Descriptive, etc)	20
Attendance & Active Participation	Mandatory	5



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Overall Conduct	Mandatory	5
Final Exam	Mandatory	60

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of Co-ordinator